



Travel Montana • Montana Film Office

Montana Department of Commerce

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2005-2006 CTAP Applications Available

Montana communities interested in assessing their tourism potential and identifying feasible projects that can strengthen the role of tourism in their area are invited to apply for the 2005/2006 session of the Community Tourism Assessment Program (CTAP).

Three communities will be selected for the upcoming session of the program. Two CTAP participation slots will be reserved for rural communities (those less than 15,000 population) and one slot for an urban community. The final mix of urban and rural communities participating in the program will depend on the number of applications.

CTAP is a nine-month "self help" program offered to Montana communities by the MSU Extension, Travel Montana and the University of Montana's Institute for Tourism and Recreation Research Program. Local community action committees use the process and its facilitation services to analyze local resident attitudes about and interest in tourism, their community's tourism potential, gaps in visitor services and the identification of affordable projects or actions that could strengthen the role of tourism in the local economy.

The three 2004-2005 CTAP Communities—Helena, Rocky Boy Tourism Project and Wheatland County—are completing the process this month. Each is now eligible for a Montana Commerce Department \$10,000 tourism "bed tax" grant to assist in the development of a tourism-related infrastructure project.

CTAP applications are available by calling Travel Montana, 406-841-2795, or by downloading the forms and guidelines from Travel Montana's Intranet site at

www.travelmontana.state.mt.us/newsandupdates (click the "Travel Montana Application, Regulations and Forms" link). Completed applications are due in Travel Montana's offices by 5 p.m. on August 1, 2005. Participating communities will be selected by the middle of August, and the first CTAP meeting will be held in September 2005. For more information, contact Travel Montana's Victor Bjornberg, 406-841-2795, e-mail: victor@visitmt.com.

2005 TIIP Grant Pool Set at \$200,000

The Montana Commerce Department's Tourism Infrastructure Investment Program (TIIP) will have \$200,000 available for tourism-related "brick and mortar" projects in 2005. The application is available online or by mail. Deadline for the 2005 TIIP application is 5 p.m. on August 1, 2005.

Access the TIIP application online at www.travelmontana.state.mt.us/newsandupdates, then click the "Travel Montana Application, Regulations and Forms" link.

Since its creation in 1995, TIIP has invested more than \$2 million of "bed tax" funds in 44 projects and 32 communities across Montana. This investment has helped create more than \$24 million in new or improved tourism facilities in Montana.

Mentor Series Returns for 6th Year

Travel Montana is once again teaming up with the Popular Photography Mentor Series photo treks program, to help sponsor the Montana workshop taking place in the West Yellowstone area, Sept. 1-5, 2005. This will be the sixth year Travel Montana has helped sponsor the four-day

workshops through an advertising partnership with *Popular Photography* and *American Photo* magazines. The program has been a huge success, with a sold-out enrollment of 60 students each year, taught by three professional photographers. For details on the trek, log onto www.mentorseries.com.

AFCI Locations Trade Show Celebrates 20 Years

Visitors and exhibitors at the AFCI Locations Trade Show (LTS) 2005 were impressed with this year's Show, according to post-event comments and surveys. LTS 2005 marks the 20th year of this annual event, one of the entertainment industry's longest-running trade shows. Almost 3,400 production industry representatives met with more than 260 AFCI-member film commissions and production resources during the event at the Santa Monica Civic Auditorium to discuss projects, needs, incentives and services.

The Association of Film Commissioners International (AFCI) is the official professional organization for film commissioners who assist film, television and video production throughout the world.

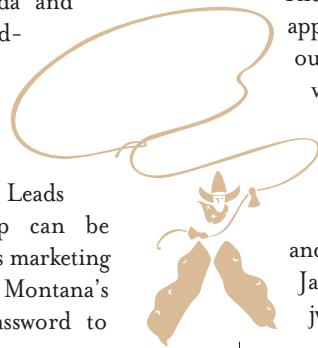
The 2005 AFCI Marketing Awards, presented during the trade show, recognized a wide variety of creative marketing products entered by film commission members from all over the world. Everything from website to production guides to Location Trade Show booths were recognized by the film industry and staff judges. The Montana Film Office garnered three awards in the Province/State/Region category: 1st place in B/W Ads Fractional; 3rd place in Color Ads Full Page; and 2nd place in Color Ads Fractional.

The Interns are In

Summer 2005 brings two energetic faces to Travel Montana's staff. Beth Albee has joined the Film Office, coming from the University of Montana where she earned a B.A. in English and is currently working on her M.B.A. in Business Administration. Beth was also involved in the Missoula Children's Theatre International Tour Project. Lacey Burwell has the distinction of being the first marketing intern for Travel Montana. As a current student at the University of Montana, Lacey is majoring in Business Administration with options in Marketing and Management. With all the activities in both departments, Beth and Lacey are sure to keep busy!

Round-Up a Rousing Success

The RMI Round-Up, held in Boise, ID on April 11-16, was a great success, with 29 operators in attendance, representing Italy, France, Belgium, The Netherlands, Germany and the UK, along with two receptive operators from Canada and Colorado. The Round-Up remains one of the most cost-effective ways for Montana suppliers to reach the international market. Leads from the Round-Up can be accessed on the overseas marketing section of the Travel Montana's intranet site. The password to



access the leads is "overseas." Twenty-one of the tour operators continued on a familiarization tour to Montana, with stops in Lolo, Missoula, Philipsburg, Deer Lodge, Lake UPSATA Guest Ranch, Double Arrow Resort, and the Resort at Paws Up.

Montana will be the site of the 2006 RMI Round-Up; RMI will be sending out bids to the funded CVBs sometime in May or June. Contact Pam Gosink, Marketing and Overseas Program Manager, with questions at 406-841-2894. Hotel facilities should contact their CVB if interested in participating.



Surveys Heading Your Way

It's that time of year again: when every Montana business providing services or lodging to visitors gets a survey from Travel Montana asking for updated information. The information gathered from the surveys appears on Travel Montana's website and in our yearly guides. With more than 12,000 visitors per day to our website, it makes good sense to carefully and quickly fill out this information and return it to the webmasters at Travel Montana. If you are a newly-established business and do not receive a survey, please contact Jan Wirak at 406-841-2788 or jwirak@mt.gov.



Explore the Big Sky

If you haven't made plans for the 4th of July weekend, nothing can top the events planned during the Lewis & Clark festivities in Great Falls.

Kicking off a whirlwind celebration is the Rita Coolidge concert, July 1. On July 4th, the extravaganza begins with the Explore the Big Sky Parade, final living history interpretations, a military band and a street dance under the grandstand—along with a dazzling fireworks display. For tickets, log onto: www.explorethebigsky.org/events.

Alternative accessible formats of this document will be provided to disabled persons on request.

Calendar of Events

June

6-8 TAC meeting, Big Sky, MT
15-16 Affordable Meetings West, San Jose, CA

July

1-5 SATW Freelance Council Meeting, Missoula, MT

For all of the latest Montana tourism industry information log on to: travelmontana.state.mt.us



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